

**14-15 DECEMBER 2009**

CROWN PLAZA MUTIARA HOTEL  
KUALA LUMPUR

*A 2-day program on*

# Transcending the Role of the *Executive Assistant/ Personal Assistant*

## **FOCUSING ON:**

- Re-inventing Yourself
- Developing Your Business Relationship with Those You Support
- Breaking Barriers to Efficiency & Effectiveness
- Managing Multiple Work Priorities
- Leadership Roles
- Handling Communication
- Technological Prowess
- Reaching Your Peak Performance & Potential
- Walk the Talk – Image and Reputation
- Transcending Administrative Limitations

## **PLUS**

Administrative Learning Activities  
& Action Plan

## WHY YOU CAN'T MISS THIS

Assistants to Managing Directors, General Manager, Heads of Departments perform a myriad of challenging duties far beyond the world of mundane administration. They act as the forerunner for the executive / executives they support and they strive daily to achieve corporate success in a smooth and orderly manner.

It is NOT a role that should be underestimated or undermined by anyone. It is ordinary people handling extraordinary tasks and accomplishing those tasks with ingenuity, confidence and pride.

This is the paradigm shift that executive assistants, PAs and the like need to embrace and empower themselves with.

By exceeding expectations and performing at peak efficiency and effectiveness, these assistants can leverage their skills to go the extra mile and move forward in their personal and professional lives.

A successful support team not only enhances the organisation's image, it frees the minds of managers and directors to concentrate on the main essentials of growing the business.

## Day One Monday, 14<sup>TH</sup> December 2009

### 9.00 INTRODUCTION

- Ice-breaker
- Discussion : Challenges Faced

### RE-INVENTING YOURSELF

- Scope of an Administrator's Responsibilities
- Uniqueness of Administration
- Dimension of Administrative Skills
- Success Principles
- Positive Work Spirit and Culture

10:30 Morning Coffee

### 10:45 TAKING THE EXECUTIVE ASSISTANT / PA TO THE NEXT STAGE

- Managing Work – Our Own and Others (Work Centric Skills)
- Developing Yourself and the Business Relationship with Those you Support
- Time Management and Multi Tasking
- Activity: The Workflow Game

1.00 Lunch

### 2.00 BREAKING BARRIERS TO EFFICIENCY & EFFECTIVENESS

- Discussion: Who do you Deal with at Work

- Categorizing “People” – their Expectations and Rights
- Understanding Different Personalities and Their Needs

### LEADERSHIP ROLES

- Activity : L-E-A-D
- Contextual Leadership Model

5.00 Tea Break & End of Day 1

## Day Two Tuesday, 15<sup>TH</sup> December 2009

9.00 Recap of Day 1

### HANDLING COMMUNICATION

- Discussion: Concepts and Challenges of Information Dissemination and Control
- Communicating in the Office
- The Commun – e- cation Model
- Verbal & Non-verbal Communication

10:30 Morning Coffee

### 10:45 TECHNOLOGICAL PROWESS

- Working Faster and Better with the Help of Technology
- Readily Available Tools and Resources

1.00 Lunch

## 2.00 THE COMPLETE PACKAGE

- Walk the Talk – Image and Reputation
- Dealing with Sensitive Issues
- Facing Challenges at work
- Transcending Administrative Limitations

## THE ADMINISTRATIVE ACTION PLAN

- Where To Go From Here?

## 5.00 Tea Break & End of Program

### **METHODOLOGY**

This program is a balanced combination of theoretical knowledge and practical exercises. It is comprised of sessions where knowledge is imparted, followed by role-play sessions and exercises. Every main point is illustrated with various examples and analogies in the form of sample cases, video clips and various other supporting materials. Ample time is provided to ensure that participants are able to practice what they have learnt during the sessions.

Emphasis is put on assessment and understanding of the participants' ingrained habits, with focus on those areas that would be immediately usable by the participants in their daily work. This includes personal assessments, scenario exploration and practical discussion of real-life situations. Participants are constantly encouraged to use real-life work situations as their source of material for exercises and practice sessions conducted.

### **PROGRAM FACILITATOR**

**MS JALINI ALIAS** brings with her more than 15 years of corporate experience where she has trained personnel of international and local companies such as Shell, Canon, Perwaja Steel, Maju Holdings, KL Linear City and various colleges, hotels and other manufacturing and service-oriented organizations. She has also been featured in 3 sessions of RTM2's Morning Glory program.

She is presently Principal Director of PurpleTrack Solutions and Operations Director of APLE (Asia Pacific Link of Enrichments) Sdn Bhd.

Her past appointments include Vice President of Marketing & Communication with Strategy College, Senior Consultant and trainer with Global Management Technology Training. She is also a certified translator with the National Institute of Translation.

Jalini's passion for training is reflected in her fully interactive and fun training programs such as development programs for managers, supervisors, administrators and secretaries, human resource management, success mindsets, business communication, social and office etiquette and motivation for all levels in various industries.

She achieves her objectives and mission through challenging sessions, simulations, role plays and case studies, thus consistently receiving excellent feedback from participants.

She holds a Masters in Business Administration and is currently preparing herself for her Doctorate in Communication. She recently was appointed to Yayasan MARA Education Foundation subject matter expert groups in leadership, English and education & knowledge excellence.

### **BY THE END OF THIS PROGRAM, PARTICIPANTS WILL BE ABLE TO:**

- Understand and appreciate the administrative function and how it adds value to a business
- Understand the various areas of responsibility within the administrative scope and the skills to transcend these functions to higher levels of achievement and accomplishment
- Improve skills in office management, as well as other aspects of the administrative function
- Increase the ability to support management and staff in the organization in delivering products and services
- Increase the ability to achieve organizational goals and objectives
- Learn new tools and techniques to perform better in a more challenging environment

## TRANSCENDING THE ROLE OF THE EXECUTIVE ASSISTANT/ PERSONAL ASSISTANT

14-15 DECEMBER 2009 | KUALA LUMPUR

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21-22 October 2009 | Kuala Lumpur

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## HOW TO REGISTER

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POST TO: Lot 7.03, 7th Floor, North Block,  
The Ampwalk, 218 Jalan Ampang,  
50450 Kuala Lumpur

## FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

1 Person	Group fee per person for 3 or more* (from the same company)
RM1695	RM1395 (MIN SAVINGS OF RM900)

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

## PAYMENT

### By Telegraphic Transfer

ACCOUNT NAME:

**Centre for Management Technology Sdn Bhd**

A/C No: **3 - 0903390 - 12**

BANK: Public Bank Berhad

BRANCH: Grd Floor, Menara Public Bank  
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swift code: PBBEMYKL

*TT must include additional RM75 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.*

CHEQUES: Crossed & payable to  
"Centre for Management Technology Sdn Bhd"

## CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to your career.

## COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,  
Morning Coffee: 10.30 am,  
Lunch: 1.00 pm to 2.00 pm,  
Tea Break: 3:30 pm, Course Ends: 5.00 pm